

LEO BURNETT U.S.A.

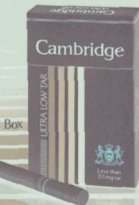
a division of the Leo Burnett Group, Inc.

Ad No. 264—CAMBRIDGE—BOX (BAR)—Reg. No. 72119—Page—(27) x (11) inches—4 1/2 lines—National (Other) Mags./res. 1981

(A)

Printed in U.S.A.

# THE LOWEST TAR OF ALL.



Box

Of all brands sold,  
no other cigarette is  
lower in tar.

# Cambridge

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1981

Less than 0.1 mg "tar," 0.01 mg nicotine av. per cigarette by FTC Method.

